

To: \*P HESS  
From: Kuruc, Nick  
Edited: 8/11/96 8:06  
Subject: SIGNATURE Permanent Display Pgm.

Hess Co-Op (0353-02-00)  
Hess Mart (0353-03-00)

Attached is a letter outlining the procedures involved in the installation of the new SIGNATURE Permanent Display scheduled to be shipped to stores in late September.

If you have any questions, please call me.

51847 3606



**G. N. Kuruc, Jr.**  
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400 Raritan Center  
Edison, N. J. 08837  
908-225-4774  
Voice Mail 43778

**E-Mail**

September 12, 1996

To: All Retail Divisions With Responsibility For Contacting Amerada Hess Locations

Hess Co-Op (0353-02-00)  
Hess Mart (0353-03-00)

**RE: SIGNATURE Permanent Display Installation Instructions**

Ladies and Gentlemen:

Attached are complete details regarding the upcoming installation of permanent displays for SIGNATURE in all Hess Co-Op and Mart Locations.

Please ensure that you follow these guidelines as Hess Locations are contacted during the month of October.

As information, early indications are that SIGNATURE is an unqualified success. As of last week the Brand had a 4.3% market share. This could only have been accomplished with the excellent *Partnership* between RJR and Hess which each of you has helped to develop in the field.

Your efforts are greatly appreciated!

As always, if there are any questions, please call me.

Best Regards,

*Nick Kuruc*

Attachment

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**Hess Co-Op and Mart**  
**SIGNATURE Permanent Display Installation Instructions**  
**September 1996**

**Time Frame**

Week of September 30 all displays shipped to stores from Hess Cigarette Supplier (TripIFOODS or McLane)

**Display**

6 packs wide with 2 trays- total of 12 facings

Top sign frame

**Program Components**

- SIGNATURE Permanent Display
- SIGNATURE POS Advertising
- System III Pack Blocker (3 per store)
- System III Revised Pack Blocker Pricer (2 per store)
- 24" Channel Strip (2 per store)

**Advertising**

POS (with market pricing) sent from Hess Headquarters in monthly mail.

**Installation Instructions**

• Co-Op Locations

1. See Store Manager to determine location for the display. The display must be located on the backbar.
2. After placement of the display, place one (1) DORAL System III Pack Blocker, and one (1) Revised Pricer on the DORAL Savings Display.
3. Place one (1) Revised Pricer on the SIGNATURE Display featuring the everyday low price of SIGNATURE.

Note: The placement of Pack Blockers and Pricers gives RJR 38 total brand facings without negatively impacting presence.

4. If a problem is encountered in finding a location for the display, you will have 3 options:
  - If the DORAL Display has 24 facings, use one shelf for SIGNATURE.
  - If space is available, install a suction cup display on the front window.
  - Call me at Voice Mail 43778 with store number, and location.

• Mart Locations

All instructions are similar to the above, with the exception of placement of suction cup displays.

Hess Headquarters has requested that all displays (Full Price, Savings, Signature) have pricing fully displayed at all times. Please ensure that this is handled during your sales call.

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